

July 2021 Instructor Newsletter

The latest updates from LinkedIn Learning

Hi Instructors,

I hope you're enjoying the start of Summer and embracing the heat. I want to take a moment to thank all of you for your support welcoming me into this new role. It is my upmost priority to support all of you in elevating your expertise and creating a community of instructors.

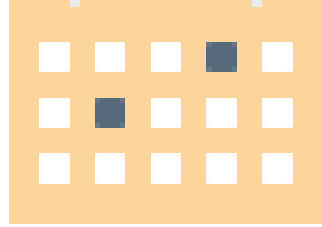
To learn more about the value you're adding to LinkedIn and our members through the eyes of our product team, let's hear from [James Raybould](#), Sr. Director of Product Management for LinkedIn Learning and Glint.

"Hello, amazing Instructors! You're the foundation of LinkedIn Learning and enabling millions of learners to build the skills they need to thrive in the ever-changing world of work."

Through the pandemic, thanks to the incredible content you've all created – from home offices, living rooms, closets, and even bathrooms (just kidding, I hope!) – we've been able to grow LinkedIn Learning engagement by 5X. In addition to loving your LinkedIn Learning courses, I'm personally such a big fan of seeing so many of you creating and teaching across LinkedIn, whether sharing posts, publishing Newsletters, hosting live Office Hours, and more. A huge thank you, can't wait to see what you all create next!"

As always, if you have questions about anything we share below, feel free to [get in touch](#). And, please be sure to [join our LinkedIn group](#) to connect with us, each other, and stay up-to-date on Instructor news.

[Join the group](#)



Mark Your Calendar

Our next meeting is scheduled for Tuesday, July 27th at 9:30am PT | 12:30pm ET. Please join us for general updates, networking breakout rooms, and more. [Save your spot!](#)

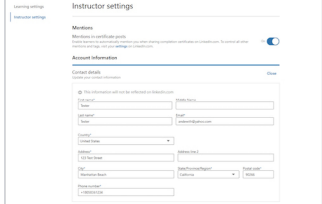
Unable to attend? No worries, [register today](#) and we will email you links to the recording.

Instructor monthly meeting

Tuesday, July 27th

9:30am PT | 12:30pm ET

[Register now](#)



Migration Update: New Instructor Features on LinkedIn Learning

You can now view your payment information and instructor account settings on LinkedIn Learning.

As a first step, we encourage you to [review your contact and contract details](#) and make sure that everything reflects your most up-to-date information. To access these instructor settings, log in to LinkedIn Learning, click on the Me menu at the top, and choose [Settings](#).

With this, LinkedIn Learning is now the single place where you can access information about your courses and payments. And as part of our transition from [Lynda.com](#) to LinkedIn Learning, we're planning to shut down the Lynda.com author portal this month.

If you have more questions, please refer to this [Help Center article](#).

[Review your details](#)

Instructor Highlights: By the Numbers

Check out what your peers have been up to the last quarter (April-June):

- **412** Instructors have [launched a course](#)
- **1,809** Instructors have [posted on LinkedIn](#)
- **99** Instructors have [written a newsletter](#)
- **67** Instructors have [gone live on LinkedIn](#)

Check out the [Instructor Hub](#) for more resources on how to start your newsletter, go live, hone your marketing, and more!

[Visit the Instructor Hub](#)



Creator Weekly



Creator Weekly
A resource for creators on LinkedIn: What's trending, what's likely to trend, and the creators making an impact. (Weekly newsletter)

79,118 subscribers

Trending Topics

Join the conversation and follow this month's trending topics highlighted in the [Creator Weekly newsletter](#):

Pronouns:

- [‘She/They’ and Other Pronouns You Might See on Candidate Profiles](#) | LinkedIn Talent Blog
- [Wanna be inclusive? Correct pronoun use is NOT negotiable](#) | Instructor Stacey Gordon's newsletter
- [#Pronouns, #Inclusion, #DiversityAndInclusion, #InclusiveLeadership](#)

The Future of Work:

- [Video from Ryan Roslansky, LinkedIn's CEO on the #GreatReshuffle](#)
- [These industries welcome remote work -- and they range far beyond tech](#) | LinkedIn News Workforce Insights
- [Hybrid Work Is Here to Stay, But New Data Reveals One Critical Issue Companies Should Tackle](#) | LinkedIn Talent Blog
- [#RemoteWork, #HybridWorkforce, #ReturnToOffice, #FutureOfWork, #TheGreatReshuffle, #TheNewWorldOfWork](#)

[Subscribe to Creator Weekly](#)

Instructor Spotlight

Looking to be inspired by your peers? Check out these case studies highlighting the marketing successes of Nicte, Selena, and Bill.



[Nikte Cuevas](#)



[Selena Rezvani](#)



[Bill Shander](#)

We would love to write a feature on you! Let us know what drives your marketing success.

[Share your story](#)

Certificate Shares: Instructor @ mentions

Learners are excited to share their course completion certificates to their network. Now, instructors are automatically mentioned and notified. Prefer not to be tagged in these posts? You can toggle mentions off in your [account settings](#).

[Visit Account Settings](#)

Go Live on LinkedIn Learning

Your live event can now be featured on LinkedIn Learning. Join the 30+ instructors who have livestreamed events on LinkedIn Learning over the last month!

Download the [Getting Started Guide](#) to learn how to get your event featured. Don't forget to [submit the Instructor Live In-Take Form](#) to inform us about your upcoming events and have your live featured on the LinkedIn Learning homepage. Plus, [check out who's going live in July](#).

[Construction Management: Managing Risk](#) with [Jim Rogers](#)

“

Very clearly explained by the instructor. I enjoyed listening/ watching and learned a lot. Good job!

”

[Recruiting Foundations: Recruiting for In-House Recruiters](#) with [Barbara Bruno](#)

“

Love Barbara's content. She's very good at understanding the nuances of in-house recruiting versus agency recruiting.

”

[Unconscious Bias](#) with [Stacey Gordon](#)

“

I love this course! This should be essential, no, mandatory to learn because we all have unconscious bias

”

Tips and Resources at Your Fingertips

Stay in the loop. Visit the Instructor Hub to access valuable best practice guides, marketing assets, brand materials, and much more!

[Visit the Hub](#)

Thank you for inspiring, engaging, and motivating our learners each day.



Zoe Kelsey
Instructor Marketing
LinkedIn Learning